

Green the Green Network

Communications Planning Meeting Report

March 4th, 2019

Prepared by Samara Group, 3/15/19

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Report Purpose

The purpose of this meeting report is to synthesize all information gathered during the communications planning session held during the Green the Green Network meeting and input turned in on worksheets. *Please see regular meeting notes for more details about funding opportunities presented by Suzanna.*

Meeting Summary

Date: Monday, March 4th, 2019

Time: 12-3pm

Location: Tukwila Community Center: 12424 42nd Ave S, Tukwila, WA 98168



Samara Group used visual facilitation strategies to gather information about visions and challenges for river restoration work in the Green-Duwamish River watershed.

Agenda

Time	Activity
12:00 pm	Welcome, agenda review, & check-in
12:30 pm	Suzanna Smith, WRIA 9 Presentation, Q&A: Funding Opportunities
1:00 pm	Samara Group Presentation: who are we, what we've learned Workshop: Collaborative messaging and themes
2:45 pm	Wrap up meeting & next steps
3:00 pm	End of meeting
3:15-5pm	Local site tour (<i>optional</i>)

Overview

This was the fourth Green the Green Network (also referred to as ‘GGN’ or ‘Network’) meeting since the group’s inception in June 2018. The meeting was kicked off by Katie Beaver, the host of the meeting and the convener of the Green the Green Network and supported by Samara Group’s team (the environmental consulting firm that was chosen to develop communication and engagement strategies for the network).

The second half of the meeting was dedicated to a communications planning workshop. Samara Group gave a background about their experience and introduced

preliminary findings about the watershed, issues and communities. The group was asked to envision a healthy and thriving Green-Duwamish River watershed through a set of facilitated small and full group activities. Workshop goals were as follows:

1. Network partners express their visions, values and impact on the watershed
2. Network partners identify opportunities and challenges they face in their work
3. Network partners identify where there are overlapping visions and values

This information will help the Samara Group team prioritize strategies and messaging for a shared communication plan and branding recommendations.



During the large group discussion, the Samara Group team recorded key ideas in a visually-engaging poster format.

Attendees

16 organizations and agencies were represented:

1. King County
2. Seattle Parks & Recreation
3. King County River & Floodplain Management Section (RFMS)
4. City of Tukwila
5. King Conservation District
6. Urban Waters Federal Partnership
7. Green River Coalition
8. Duwamish Alive! Coalition
9. Forterra
10. EarthCorps
11. Dirt Corps
12. WA Department of Ecology
13. WRIA 9
14. American Rivers
15. Emerald Alliance
16. Samara Group

First Name	Last Name	Affiliation
Alex	Selvey	Forterra
Andrea	Cummins	City of Tukwila
Andrew	Schiffer	Dirt Corps
Bill	Brosseau	EarthCorps
Brandon	Parsons	American Rivers
Christine	Stephens	Forterra
Cleo	Neculae	WA Department of Ecology
Greg	Wingard	Green River Coalition
Jalene	Littlejohn	Samara Group
Jasmin	Ka	Forterra

First Name	Last Name	Affiliation
Katelyn	Hale	Samara Group
Katie	Beaver	King County
Kirsten	McCune	King Conservation District
Lisa	Ciecko	Seattle Parks & Recreation
Matt	Goehring	WRIA 9
Michael	Taton	Green River Coalition
Mike	Yadrick	Seattle Parks & Recreation
Olivia	Guethling	Samara Group
Pete	Beaupain	Green River Coalition
Sharon	Leishman	Duwamish Alive! Coalition

Workshop Notes

This workshop revolved around the following scenario: Imagine looking into the future. You and your partners work has been successful in the Green-Duwamish River Watershed. What benefits and/or improvements have been created from your work? The themes highlighted below were pulled from the visionary worksheets (see Appendix), small group discussions, and large group discussion.



Green the Green Network partners answered visionary questions on their own before sharing them in small groups.

River & Riparian Ecosystem

- Multi-story canopy, ground cover, shrubs support diverse functions & values
- Thriving riparian ecosystems
- Water temperatures are down below 16* C
- Chinook & Steelhead salmon are delisted
- Resilient landscapes, balance

The Built Environment & Social Systems

- Less levee maintenance, levee system is improved
- Move levees back from the river, there's more space for the river
- "Sustainable"--resilient-- riparian areas are well maintained (funded!)
- More opportunities for citizen interaction with river
- Floodplains have widened; wetlands have been created adjacent to the river
- Healthy ecosystem, healthy community
- Nature is present along the river & throughout the watershed
- Natural systems are healthy and complete

Social Norms and Expectations

- The river is seen as a whole system, from the water to the trees surrounding it
- Consistent & compelling messages about the multi-benefits of revegetation work to change funding and actions!
- Groups and coalitions continue regional legacy of environmental stewardship
- Mismanagement of environmental resources (pollution, impermeable pavement, etc.) is stigmatized & reduced

Community Involvement

- Communities are aware of the river & feel connected
- River is seen as a community asset
- Those living on and near the water are aware of their impact and have taken actions to improve the conditions of the waterways: reducing pollutant sources, restoring riparian buffers, etc.
- Kids grow up with an ethic of stewardship and contribute to & interact with the health of the urban forest.
- Strong stewardship at all levels: from neighborhoods to state/federal levels
- River champions are abundant and diverse

Investments of Resources and Infrastructure

- New dollars secured based on revegetation work for flood mitigation, carbon sequestration, and resilience to climate impacts and enhanced livability
- Green infrastructure investments are common and discussed publicly
- Collaboration, not competition, for resources becomes the norm
- Adequate money is allocated to river restoration work on city, county, state, federal levels

Challenges

- Situations are always changing, new challenges are always arising
- Climate change, an uncertain future
- Urbanization
- Rapid city development, issues of gentrification throughout the region
- Population growth, specifically of new residents, makes communicating existing norms of stewardship difficult
- Competing uses of the river
- Perceived lack of economic benefit for river restoration from city, business communities
- Agricultural Production District (APD) zoning regulations: can't do land conservation ag land

Communications Planning

Next steps with Samara Group

Samara Group will synthesize reading and internet research, questionnaire responses and workshop themes into communication strategies and visual branding recommendations. There will be time for Network partners to give feedback in May, 2019. Final recommendations will be presented at a network meeting in June 2019.



Sharon Leishman of Duwamish Alive! Coalition introducing the Duwamish Hill Preserve before taking a tour.

Appendix A

Site Tour Locations

Monday afternoon

- Tukwila Community Center (Bill Brosseau, EarthCorps)
- BECU Restore Duwamish Challenge (Jasmin Ka, Forterra)
- Duwamish Hill Preserve (Sharon Leishman, Duwamish Alive! Coalition)

Tuesday morning

- Schneider & Schneider Building (Jasmin Ka, Forterra)
- Green River Trailhead, Riverview Park (Katie Beaver, King County)
- Fenster Nature Park (Jamie Kelly, Auburn Parks & Rec)
- WDFW- Green River Coalition boat pull out (Greg Wingard & Bernie, Green River Coalition)



Green the Green Network partners & members of Samara Group tour the Green-Duwamish Shoreline Challenge restoration site.

Appendix B

Visionary Worksheet, Page 1

Visioning Worksheet

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PARTICIPANT CONTACT INFO

Name, Organization

Email address

YOUR WATERSHED VISION

Use this space to work through your own thoughts or add thoughts to share beyond what is discussed.

Imagine looking into the future. You and your partners work has been successful in the Green-Duwamish River Watershed. Yay!

Draw or describe your vision in an area you work: such as what you see or how the river / watershed looks.

What benefits and/or improvements have been created from your work?

What are your top three vision ideas that you'd like to share with the group? *Draw or describe in 3 words each idea on a sticky note.*

LARGE GROUP DISCUSSION

Use this space to work through your own thoughts or add thoughts to share beyond what is discussed.

What are the similarities between the groups visions? What are the areas of agreement revealed in the visions?

(continued on the back)

Visionary Worksheet, Page 2

What is different between the visions?

What ideas or themes need the most work in developing a viable alternative to the status quo?
What's keeping you or others from moving this forward?

Are there idea clusters that might conflict with each other?

What concepts do you agree or disagree with?

What is apparent with these visions here? Do you see themes, trends or interesting patterns?

ADDITIONAL COMMENTS Anything else you'd like to share with Samara Group?

Please return completed worksheets to Samara Group at the end of meeting. Thank you!